

Name \_\_\_\_\_

Period \_\_\_\_\_

## **Promotional Sec. 17.2 – Types of Promotion**

### **Sales Promotion**

\_\_\_\_\_ customers to buy products or services

**Trade Promotions** – Designed to gain manufacturers', wholesalers', and retailers' \_\_\_\_\_ for a product

### **Types of Trade Promotions**

- \_\_\_\_\_ – a cash payment or discounts given by manufacturers to wholesalers or retailers for performing activities to encourage sales
- \_\_\_\_\_ – A manufacturer supports the retailer by \_\_\_\_\_ for the cost of advertising its product locally.
- \_\_\_\_\_ – a cash premium paid for placing a product on a retailer's shelves
- **Sales Force Promotions** – \_\_\_\_\_ given to managers and employees who successfully \_\_\_\_\_ a sales quota
- \_\_\_\_\_ **and Conventions**

**Consumer Sales Promotions** – designed to \_\_\_\_\_ customers \_\_\_\_\_ a product

### **Types of Consumer Promotion**

- \_\_\_\_\_
- \_\_\_\_\_ – low-cost items given to consumers at a discount or for free –  
Should:
  - \_\_\_\_\_
  - provide \_\_\_\_\_
  - \_\_\_\_\_ the target audience's price issue
  - effectively \_\_\_\_\_ the product from the competition

- create an \_\_\_\_\_
- **Factory packs** (in-packs) – \_\_\_\_\_ placed in product packages
- \_\_\_\_\_ – pen, calendar, key-chain given free for visiting or attending event
- **Coupon plans** – \_\_\_\_\_ program offering a premium in \_\_\_\_\_ labels, coupons or other tokens from one or more purchases.

**Incentives** – generally higher-priced products \_\_\_\_\_ through contests, sweepstakes, and rebates

- \_\_\_\_\_ – activities that require demonstration of a \_\_\_\_\_
- **Sweepstakes** – game of \_\_\_\_\_
- \_\_\_\_\_ – discounts offered to customers who purchase
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### **Product Samples**

- \_\_\_\_\_, trial-size sample
- \_\_\_\_\_ through mail, door-to-door, or at a retail or trade show
- Especially important with \_\_\_\_\_ products

### **Sponsorship**

- The sponsoring company \_\_\_\_\_ and its products or services at or on a set location
- May negotiate the \_\_\_\_\_ on retail products

### **Promotional Tie-In**

- Involves arrangements \_\_\_\_\_ retailers or manufacturers.
- Ex: \_\_\_\_\_

### **Product Placement**

- Featuring a product at a \_\_\_\_\_, on \_\_\_\_\_, or in the \_\_\_\_\_

### **Visual Merchandising & Display**

- Coordination of all \_\_\_\_\_ in a place of business so that the right image is projected to the customers

### **Loyalty Marketing Programs**

- \_\_\_\_\_ buyer programs
- \_\_\_\_\_ customers for making multiple purchases

### **Point-of-Purchase Displays**

- Placed in \_\_\_\_\_ and promote \_\_\_\_\_ purchases.